

Posh Paws Marketing plan

The complexities of the pet industry



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Executive Summary

- Posh Paws Pet Services business
- State of the business
- SWOT Analysis
- Market segmentation by buyer personas
- Goals and objectives
- Strategic Initiatives and tactics
- Financial implications
- Milestones

State of the Business



- Pet services company
- Years in Operation: 2 ½ years.
- Main Service: Mobile Grooming
- Secondary Services: Pet Sitting & Dog Walking
- Growth:
 - Added additional Mobile Unit in January 2018 (2 total)
 - Started offering secondary services in February 2018

Understanding Our Environment

SWOT ANALYSIS

Strengths

- Customer Convenience component
- Strong Customer Relationships (75%)
- Exceptional Digital Record Keeping (software and apps w/ receptionist)
- Low overhead costs
- Dedicated Staff

Weaknesses

- Slow response rate (potential prospects)
- Difficulty conducting market research (sporadic)
- Low customer awareness
- Due to high demand for Technical Grooming Services, 75% Grooming Type, 25% Bath Type (disparity in services, assets not being used)

Opportunities

- Dog walking and Pet sitting = untapped market
- New Dog Parks opening across Lubbock (May 11th, 46th Street)
- Industry Standards not being met by Industry Leaders (petco miscare)

Threats

- Mobile Grooming Competition is Growing
- Overlap between grooming services and Dog Sitting services in the mind of consumer
- High liability and responsibility
- Low customer knowledge regarding animal health and pet care

Market Segmentation by Buyer Personas

<p>Heather</p>	<ul style="list-style-type: none">- White, middle age, Married- Middle Income- Enthusiastic, Friendly <p>Interests: Fitness, shopping</p>	<p>“Hello! I’m Heather! I’m calling because I am looking for someone to care for my fur babies while I’m away at work. They mean the world to me.”</p>
<p>Grant</p>	<ul style="list-style-type: none">- White, Young Adult, Single (if married, not decision maker)- Starting income- Hard Working, Cost-sensitive <p>Interests: Travel, friend time, Work</p>	<p>“Hey, how’s it going, man? I came across your website online. I’m looking for someone to care for my dogs while I’m on a business trip. They’re kind of wild, I can’t leave them alone. What are your prices?”</p>
<p>Consuelo</p>	<ul style="list-style-type: none">- Hispanic, Lower Income, Single parent household, mid 40’s- Wholesome, Religious, Caring <p>Interests: Family time, Community events</p>	<p>“Hey! My friends told me about your services! They love you guys. I was interested in your pet walking services. After work and caring for the kids, I don’t have much time to care for my dogs.”</p>

Goal and objectives

Goal: Become the premier pet services company in Lubbock

Objectives:

1. Increase bathing appointments by 45% by August 2018
2. Create awareness of the viability of Dog Walking and Pet Sitting by July 2018
3. Launch online brand community by June 2018

Strategic Initiatives and Tactics for Obj. 1

Strategic initiative #1: Shift consumer focus from grooming appointments to bathing appointments using direct marketing tactics

Tactic #1: Distribute flyers at the dog parks that inform customers on our bathing services and their benefits.

Tactic #2: Deliver flyers door to door that promote the bathing services by our receptionist 2 hours a week.



**MOBILE GROOMING SERVICE
AT YOUR CONVENIENCE!**

~~~~~  
GET 15% OFF WHEN YOU USE  
ONE OF OUR OUR STANDARD  
BATH PACKAGES.





## WHY CHOOSE US?

- ✓ KNOWLEDGEABLE STAFF
- ✓ CONVENIENT SERVICE
- ✓ MAINTAIN HEALTH
- ✓ ONE-ON-ONE ATTENTION

CALL **806-500-5815**  
TO BOOK AN APPOINTMENT!

VISIT OUR WEBSITE TO LEARN MORE  
ABOUT ALL OF OUR SERVICES

**POSHPAWSLUBBOCK.COM**

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  /POSHPAWSLUBBOCK

"SERVICES SUCH AS  
REGULAR TEETH CLEANING  
AND AND SKIN CHECK-UPS  
CAN CATCH HEALTH  
ISSUES EARLY ON. FEEL  
CONFIDENT IN YOUR DOGS  
HAPPY AND HEALTHY LIFE  
WITH POSH PAWS"

- OWNER: KEARSTIN LIPE



# Strategic Initiatives and Tactics for Obj. 2

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Strategic Initiative #2: Build service awareness through reliable and credible source in the Lubbock market.

Tactic #1: Two page spread in the Lubbock Magazine June Pet Edition

Tactic #2: Website redesign with “How it Works” for every service and a streamlined service benefits table.



Coronado Pet Shoppe | 2636 SW 34th Ave., | 353.1511  
 coronadopetshoppe.com

**Education:** id ut qui non esseque...  
**Specialty:** que quanta ut vendem vita...  
**Certification:** que quanta ut vendem...  
**Years in business:** sui que...  
**Community involvement:** ut recto te etur...  
**Why did you choose your profession?** Suntis es et...  
**The most satisfying part of my job is:** id...  
**I am passionate about:** id que voloficid...  
**Most preventable pet ailment:** Suntis es et...  
**I wish my clients would:** erumend...  
**My own pets are:** icalemp...  
**Most interesting animal experience:** nobis...  
**When I'm not working I:** que quanta ut...

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Hope Veterinary Clinic, PA | 10850 W I-40 | 353.5566  
 hopevetclinic.org

**Education:** id ut qui non esseque...  
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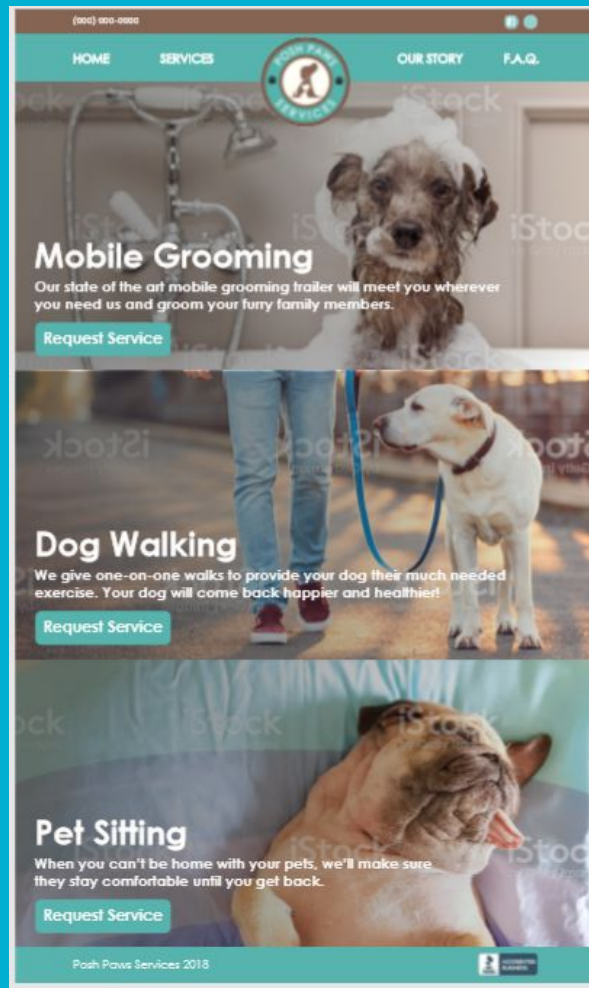
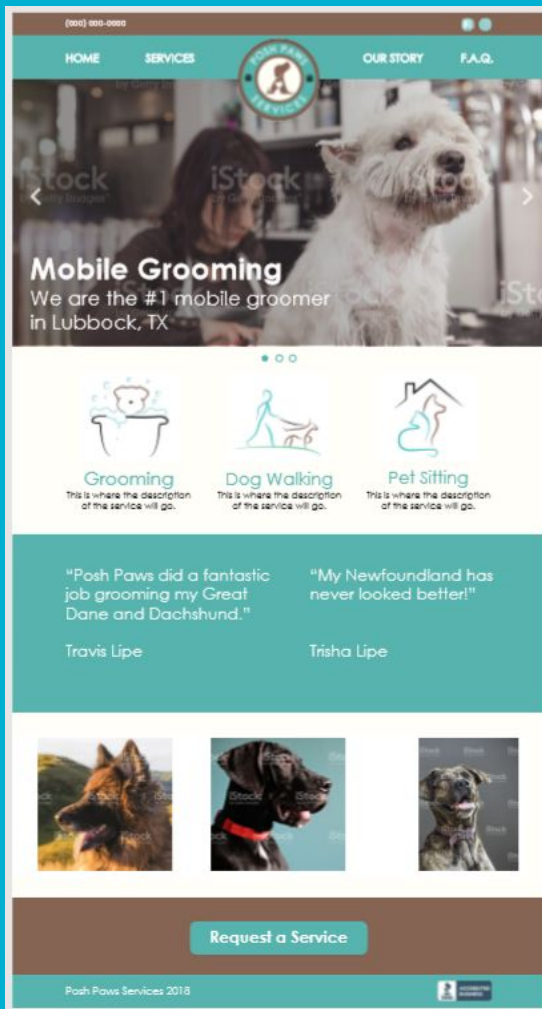
# Strategic Initiatives and Tactics for Obj. 3

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Strategic Initiative #3: Build strong customer relationships

Tactic #1: Content Marketing. Create a Posh Paws Blog where people can subscribe to helpful, relevant content about pet care and pet health on website and Facebook.

Tactic #2: Email Marketing. Having existing customers subscribe to our email notifications where they receive up to date research on pet care and new promotions offered by our business along with community meet ups (Dog Park)



# Financial Implications

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- Lubbock Magazine: \$795
- Website Update: \$500
- Door to Door Flyer Delivery:
  - \$50 for print flyers
  - \$80 per month for delivery
- Blog: \$ 50 Per Month
- Email newsletter: Included in current system 123 Pet

# Milestones

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- |                                                |                    |
|------------------------------------------------|--------------------|
| 1. Print flyers                                | By June 15th       |
| 2. Distribute flyers at the park               | Start on June 16th |
| 3. Deliver flyers door to door                 | Start on June 16th |
| 4. Reply to questionnaire for Lubbock Magazine | May 8th            |
| 5. Set photography                             | May 10th           |
| 6. Complete the website redesign               | June 1st           |
| 7. Launch Blog                                 | June 24th          |
| 8. Create email newsletter                     | June 30th          |



Any questions?

